

BRIAN J. LUCAS

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POSITIONS

Cornell University

- Associate Professor, Organizational Behavior, ILR School (with tenure) (2024-)
- Assistant Professor, Organizational Behavior, ILR School (2017-24)

University of Chicago

- Adjunct Professor of Behavioral Science & Postdoc at the Center for Decision Research, Booth School of Business (2015-17)

Northwestern University

- Lecturer, Management & Organizations, Kellogg School of Management (2013)

Visiting Positions

- Visiting Scholar, Work and Organization Studies, MIT Sloan (2025-26)
- Visiting Professor, Management & Organizations, Cornell Dyson (2023-26)

EDUCATION

Ph.D. Northwestern University, Management & Organizations

M.A. Columbia University, Social–Organizational Psychology

B.A. Bucknell University, Psychology

HONORS & AWARDS

- SUNY Chancellor’s Award for Excellence in Scholarship and Creative Activities, 2025 *[awarded to 1 ILR faculty]*
- Best Reviewer Award, OB Division, Academy of Management, 2025
- Cornell Center for Social Sciences Faculty Fellow, Cornell University, Spring 2024 *[awarded to 14 faculty across Cornell]*
- General Mills Award for Graduate Teaching, ILR School, Cornell University, 2023 *[awarded to 1 ILR faculty]*
- Best Reviewer Award, Organizational Behavior and Human Decision Processes, 2022 *[awarded to 6 reviewers]*
- Outstanding Research Award (lead author Zachariah Berry), Society for Personality and Social Psychology, 2019 *[awarded to top 5 submissions]*
- Best Empirical or Theoretical Paper Award, CM Division, Academy of Management, 2016 *[awarded to 1 submission]*
- Best Paper Proceedings, Academy of Management, 2016
- Best Student Poster Award, Society for Personality and Social Psychology, 2014
- Senior Thesis Honors Distinction, Dept. of Psychology, Bucknell University, 2008

GRANTS

- CAROW AI and Work Applied Research Grant (with Rene Kizilcec), ILR School, Cornell University, 2026 (\$30,000)

- Stanley Sun Faculty Global Research Fund Grant, 2025 (\$10,000)
- SCJCB Cross-College Research Grant, Cornell University, 2023 (\$7,500)
- Insight Development Grant (PI: Celia Chui, HEC Montreal), Social Sciences and Humanities Research Council, 2023 (74,000 CAD)
- ILR Workplace Inclusion & Diversity Education (WIDE) Grant, ILR School, Cornell University, 2023 (\$25,000)
- Cornell Center for Social Sciences, Cornell University: Faculty Fellow Grant, 2024; Research Grant, 2021; Working Group Grant, 2019 (\$16,700 total grants)
- Theme Project Grant, ILR School, Cornell University, 2017, 2019 (\$22,000 total grants)
- Independent Research Grant, Center for Decision Research, U. Chicago, 2017 (\$3,000)
- Polsky Center for Entrepreneurship & Innovation Grant, U. Chicago, 2015 (\$6,800)
- Dispute Resolution Research Center Grant, Northwestern University, 2012 (\$2,000)

RESEARCH INTERESTS

Creativity, Morality & Ethics, Behavioral Science, Organizational Behavior, Social Psychology

JOURNAL ARTICLES

Data and materials of first authored pubs available on the Open Science Framework: osf.io/ksdgh

†Student or postdoc advisee at the time the project began

*Equal authorship

Rai, A., Kirgios, E., **Lucas, B. J.**, & Milkman, K. (in press). Setting higher referral targets increases the number of women recommended: Evidence from the field and lab. *Journal of Applied Psychology*.

Lucas, B. J., O'Connor, K., †Berry, Z., & Effron, D. (in press). Intergenerational hypocrisy: When an organization's distant past limits its legitimacy to practice or preach in the present. *Personality and Social Psychology Bulletin*.

Ceh, C., Lebuda, I., **Lucas, B. J.**, & Benedek, M. (in press). Creativity quotes: An expansive analysis of condensed wisdom. *Psychology of Aesthetics, Creativity, and the Arts*.

†Berry, Z., **Lucas, B. J.**, & Jachimowicz, J. M. (2025). People overestimate how harshly they are evaluated for disengaging from passion pursuit. *Journal of Personality and Social Psychology*.

†Johnson, W. & **Lucas, B. J.** (2025). The idea endorser's dilemma: How status dynamics disincentivize creative idea endorsement. *Organizational Behavior and Human Decision Processes*, 190, 104439.

†Ellis, L. & **Lucas, B. J.** (2024). Before the ink dries? Creators misjudge idea thieves' preference for early-stage ideas. *Social and Personality Psychology Compass*, 18, e70008.

†Berry, Z. & **Lucas, B. J.** (2024) How much is enough? The relationship between prosocial effort and moral character judgments. *Personality and Social Psychology Bulletin*, 50, 659-678.

Huber, C. et al... **Lucas, B. J.** ... (2023). Competition and moral behavior: A meta-analysis of 45 crowd-sourced experimental designs. *Proceedings of the National Academy of Sciences*. [multi-team project with 90+ collaborators]

- †Kim, S., **Lucas, B. J.**, & Goncalo, J. (2023). Low power warm-up effect: Understanding the effect of power on creativity over time. *Journal of Experimental Social Psychology*, *107*, 104474.
- ***Lucas, B. J.** & *Mai, K. M. (2022). Illumination and elbow grease: A theory of how mental models of the creative process influence creativity. *Organizational Behavior and Human Decision Processes*, *168*, 104107.
- Lucas, B. J.** & Nordgren, L. F. (2022). Lay people’s beliefs about creativity: Evidence for an insight bias. *Trends in Cognitive Sciences*, *26*, 6-7.
- Lucas, B. J.**, †Berry, Z., †Giurge, L., & Chugh, D. (2021). A longer shortlist increases the consideration of female candidates in male-dominant domains. *Nature: Human Behaviour*, *5*, 736-742.
- Lucas, B. J.** & Nordgren, L. F. (2020). The creative cliff illusion. *Proceedings of the National Academy of Sciences*, *117*, 19830-19836.
- O’Connor, K., Effron, D. A., & **Lucas, B. J.** (2020). Moral cleansing as hypocrisy: When private acts of charity make you feel better than you deserve. *Journal of Personality and Social Psychology*, *119*, 540-559.
- Wilson, E. R., Thompson, L. L., & **Lucas, B. J.** (2020). Pride and pratfalls: Recounting embarrassing stories increases creativity. *International Journal of Design Creativity and Innovation*, *8*, 21-30.
- Lucas, B. J.** & Kteily, N. S. (2018). (Anti-)Egalitarianism differentially predicts empathy for members of advantaged versus disadvantaged groups. *Journal of Personality and Social Psychology*, *114*, 665-692.
- Carton, A. M. & **Lucas, B. J.** (2018). How can leaders overcome the blurry vision bias? An antidote to the paradox of vision communication. *Academy of Management Journal*, *61*, 2106-2129.
- Effron, D. A., O’Connor, K., Leroy, H., & **Lucas, B. J.** (2018). From inconsistency to hypocrisy: When does “saying one thing but doing another” invite condemnation? *Research in Organizational Behavior*, *38*, 61-75.
- Ruttan, R. L. & **Lucas, B. J.** (2018). Cogs in the machine: The prioritization of money and self-dehumanization. *Organizational Behavior and Human Decision Processes*, *149*, 47-58.
- Lucas, B. J.**, Galinsky, A. D., & Murnighan, J. K. (2016). An intentions-based account: Why perspective-taking can both decrease and increase moral condemnation. *Personality and Social Psychology Bulletin*, *42*, 1480-1489.
- Lucas, B. J.** & Nordgren, L. F. (2015). People underestimate the value of persistence for creative performance. *Journal of Personality and Social Psychology*, *109*, 232-243.
- Effron, D. A., **Lucas, B. J.**, & O’Connor, K. (2015). Hypocrisy by association: When organizational membership increases condemnation for wrongdoing. *Organizational Behavior and Human Decision Processes*, *130*, 147-159.
- Lucas, B. J.** & Galinsky, A. D. (2015). Is utilitarianism risky? How the same antecedents and mechanism produce both utilitarian and risky choices. *Perspectives on Psychological Science*, *10*, 541-548.

Lucas, B. J. & Livingston, R. W. (2014). Feeling socially connected increases utilitarian choices in moral dilemmas. *Journal of Experimental Social Psychology*, 53, 1-4.

Yap, A. J., Wazlawek, A. S., **Lucas, B. J.**, Cuddy, A. J. C., & Carney, D. R. (2013). The incidental ergonomics of life and work can lead to stealing, cheating, and traffic violations. *Psychological Science*, 24, 2281-2289.

Lucas, B. J., Schubert, E., & Halpern, A. R. (2010). Perception of emotion in sounded and imagined music. *Music Perception*, 27, 399-412.

Gais, S., **Lucas, B.** & Born, J. (2006). Sleep after learning aids memory recall. *Learning & Memory*, 13, 259-262.

R&R, UNDER REVIEW, & SELECTED WORKING PAPERS

Shin, J., Sim, Y., & **Lucas, B. J.** [creativity] (*revise & resubmit*)

Lucas, B. J. [Book chapter on creativity beliefs] (*submitted*)

Lucas, B. J. & †Johnson, W. [Creativity judgments] (*working paper*)

Lucas, B. J. & Chui, C. [Group creativity] (*working paper*)

Chui, C. & **Lucas, B. J.** [Relational models and creativity] (*working paper*)

Mai, K. M., Qiu, F., **Lucas, B. J.**, & Yu, S. [Creativity and unethical behavior] (*working paper*)

POPULAR ARTICLES

Johnson, W. & **Lucas, B. J.** (October 20, 2025). Why Some Managers Stifle Good Ideas. *Harvard Business Review*.

Berry, Z., **Lucas, B. J.**, & Jachimowicz, J. (July 7, 2025). Research: When It's Time to Leave a Career You're Passionate About. *Harvard Business Review*.

Lucas, B. J. (Sept 17, 2021). The longer short list effect. *Scientific American*.

Lucas, B., Giurge, L., Berry, Z., & Chugh, D. (Feb 16, 2021). To Reduce Gender Bias in Hiring, Make Your Shortlist Longer. *Harvard Business Review*.

Nordgren, L. F. & **Lucas, B. J.** (Jan 26, 2021). Your best ideas are often your last ideas. *Harvard Business Review*.

Lucas, B. & Nordgren, L. (Dec 1, 2015). Giving up is the enemy of creativity. *Harvard Business Review*.

CHAPTERS

Lucas, B. J. & Kteily, N. S. (2016). High SDO individuals display moral concern for harm to high status (but not low status) targets. *AOM Best Paper Proceedings*.

- Thompson, L. & **Lucas, B. J.** (2014). Judgmental biases in conflict resolution and how to overcome them. In P. T. Coleman, M. Deutsch, & E. C. Marcus (eds.). *Handbook of Conflict Resolution*, (pp. 255-282). San Francisco, CA: Jossey-Bass.
- Thompson, L., **Lucas, B. J.**, & Hall, E.V. (2014). Negotiation bandwidth. In N. M. Ashkanasy, O. B. Ayoko, & K. Jehn (eds.). *Handbook of Research in Conflict Management*, (pp. 461-479).UK: Edward Edgar Publishing.
- Thompson, L. **Lucas, B.**, & Hall, E.V. (2012). Upstream and downstream negotiation research. In R. Croson & G. Bolton (eds.). *Oxford Handbook of Economic Conflict Resolution*, (pp. 372-388). New York: Oxford University press.
- Thompson, L., Richardson, E.V., & **Lucas, B.** (2012). Integrating Negotiation Research with Team Dynamics. In Goldman and D. Shapiro (eds.). *The Psychology of Negotiations in the 21st Century workplace*. SIOP Frontiers Series.

ORGANIZED SYMPOSIA & CONFERENCES

- 2026 Mitchell, R. L., Hays, N. A., & Lucas, B. J. (Co-organizer). *Large language model pollution in online behavioral research*, PDW at the International Association for Conflict Management annual conference, Vienna, Austria.
- 2023 Berry, Z. & Lucas, B. J. (Organizer & Chair; Selected as a “Showcase Symposium”). *Centering the Relational Context of Moral Transgressions in Morality Research*, Academy of Management annual conference, Boston, MA.
- 2023 Lucas, B. J. & Chui, C. (Organizer & Chair; OB, MOC, TIM Divisions). *So, You Have an Idea, What Next? Exploring Creativity After Initial Idea Generation*, Academy of Management annual conference, Boston, MA.
- 2016 Lucas, B. J. (Organizer & Chair; OB, MOC Divisions). *Creativity Motivated: New Investigations of Creativity’s Motivational Antecedents and Consequences*, Academy of Management annual conference, Anaheim, CA.
- 2015 Lucas, B. J. & Schroeder, J. (Organizer & Chair; OB, CM, MOC Divisions). *Dangerously Close: The Reciprocal Link Between Social Closeness and Bad Behavior*, Academy of Management annual conference, Vancouver, BC.
- 2013 Lucas, B. J. & Schroeder, J. (Conference Organizer). Kellogg-Booth Student Symposium, first annual, Chicago, IL.

INVITED PRESENTATIONS

- 2026 Fairylake Management Conference, Shenzhen, China
 Northeastern University, D’Amore-McKim School of Business, Boston, MA
 MIT, Sloan School of Management, Boston, MA
- 2025 CEIBS, OBHR Symposium, Shanghai, China
 New York University, Psychology, New York, NY
 UC–Berkeley, Haas School of Business & IPSR, Berkeley, CA
- 2024 International Association for Conflict Management, Virtual Seminar Series
 Washington University in St. Louis, Olin Business School, St. Louis, MO
 Sung Kyun Kwan University (SKKU), School of Business, Seoul, South Korea
- 2023 University of Pennsylvania, The Wharton School, Philadelphia, PA
 University of Montreal, Center for Ethics Research, Montreal, Canada

- 2021 University of Southern California, Marshall School of Business, Los Angeles, CA
Behavioral Insights Global, Behavioral Insights Seminar Series (virtual)
- 2019 Columbia University, Psychology, New York, NY
INSEAD, Organisational Behavior, Singapore
National University of Singapore, NUS Business School, Singapore
- 2018 New York University, Stern School of Business, New York, NY
Cornell University, Social Psychology, Ithaca, NY
- 2017 Cornell University, BEDR seminar series, Ithaca, NY
- 2016 Emory University, Goizueta Business School, Atlanta, GA
Cornell University, ILR School, Ithaca, NY
Rutgers University, Rutgers Business School, Newark, NJ
- 2015 University of Chicago, Booth School of Business, Chicago, IL
- 2014 University of California–Berkeley, Haas School of Business, Berkeley, CA
- 2013 Northwestern University, Morality & Ethics Brownbag, Evanston, IL
- 2012 University of Illinois at Chicago, Social Psychology, Chicago, IL

CONFERENCE PRESENTATIONS

- 2026 Mai, K. M., Lucas, B. J., Qiu, F., & Yu, S. *Creative people receive more unethical requests*. Talk at the Academy of Management conference, Philadelphia, PA.
Hernandez, A., Giurge, L., & Lucas, B. J., *Off the Clock, On the Record: How Nonwork Hobbies Shape Perceptions of Workplace Creativity*. Talk at the Academy of Management conference, Philadelphia, PA.
Mai, K. M., Lucas, B. J., Qiu, F., & Yu, S. *Creative people receive more unethical requests*. Talk at the Moral Psychology preconference of the Society for Personality and Social Psychology, Chicago, IL.
Hernandez, A., Ross, M. & Lucas, B. J. *Creativity is for the young? People underestimate the age of creative achievers*. Talk at the Society for Psychology of Aesthetics, Creativity, and the Arts, Omaha, NE.
- 2025 Zhang, X. & Lucas, B. J. *The error perception gap*. Talk at the Academy of Management conference, Copenhagen, Denmark.
Hernandez, A., Ross, M. & Lucas, B. J. *Creativity is for the young? People underestimate the age of creative achievers*. Talk at the Academy of Management conference, Copenhagen, Denmark.
- 2024 Lucas, B. J. *How beliefs and decisions influence creative process behavior: A cybernetic view*. Talk at the Academy of Management conference, Chicago, IL.
Rai, A., Kirgios, E., Lucas, B. J., & Milkman, K. *A longer list of referrals increases gender diversity: Evidence from two field experiments*. Talk at the Academy of Management conference, Chicago, IL.
Kim, S., Lucas, B., & Goncalo, J. *Low Power Warm Up Effect*. Talk at the Academy of Management conference, Chicago, IL.
Lucas, B. J. & Chui, C. *A relational models perspective on employee creativity*. Talk at the European Group for Organizational Studies, Milan, Italy.
Lucas, B. J. & Waytz, A. *Curvilinear Morality: Moralized and Amoralized Attitudes Predict Empathy and Perceived Bias*. Talk at the International Association for Conflict Management, Singapore.
Lucas, B. J., & Ross, M. *Creativity is for the young? People underestimate the age of creative achievers*. Talk at the Diversity in Management and Organizations conference, Singapore.
Lucas, B. *The insight bias hypothesis*. Talk at the Social Cognition preconference of the Society for Personality and Social Psychology, San Diego, CA.
- 2023 Lucas, B. J. *Idea vitality: An inductive study of group idea elaboration*. Talk at the Wharton OB Junior Faculty Conference, Philadelphia, PA.
Lucas, B. J., & Johnson, W. *Overvaluing “Aha!”: The experience of insight shapes creativity judgments*. Talk at the Academy of Management, Boston, MA.
Lucas, B. J., & Chui, C. *Idea vitality: An inductive study of group idea elaboration*. Talk at the Academy of Management, Boston, MA.
Berry, Z. & Lucas, B. J. *Witnesses of wrongdoing overestimate transgressors’ silence expectations at work*. Talk at the Academy of Management, Boston, MA.
Lucas, B. J., & Ross, M. *Creativity is for the young?* Poster at the International Association for Conflict Management, Thessaloniki, Greece.

- Berry, Z. & Lucas, B. J. *Loyalty*. Intragroup Processes preconference of the Society for Personality and Social Psychology, Atlanta, GA.
- Kim, S., Lucas, B., & Goncalo, J. *Low Power Warm Up Effect: Understanding the Effect of Power on Creativity over Time*. American Marketing Association Winter Conference, Nashville, TN.
- Kim, S., Lucas, B., & Goncalo, J. *Low Power Warm Up Effect: Understanding the Effect of Power on Creativity over Time*. Intragroup Processes preconference of the Society for Personality and Social Psychology, Atlanta, GA.
- 2022 Mai, K. M., Qiu, F., & Lucas, B. *The source of sin: How and why creative people get more unethical requests*. Talk at the Academy of Management, Seattle, WA.
- Johnson, W. & Lucas, B. J. *How status concerns impede creative idea endorsement*. Talk at the Academy of Management, Seattle, WA.
- Berry, Z., Lucas, B. J., & Jachimowicz, J. *What will they think? People that give up on a passion overestimate the negativity of observers' judgements*. Talk at the Academy of Management, Seattle, WA.
- Berry, Z., Lucas, B. J., & Jachimowicz, J. *What will they think? People that give up on a passion overestimate the negativity of observers' judgements*. Talk at the International Association for Conflict Management, Ottawa, ON.
- Lucas, B. J. & Chui, C. *Idea Vitality: A Model of How Groups Elaborate Ideas Under the Gun*. Talk at the 38th EGOS Colloquium, Vienna, Austria.
- Lucas, B. J. *Idea Vitality: A Model of How Groups Elaborate Ideas Under the Gun*. Talk at the Intragroup Processes Preconference of the Society for Personality and Social Psychology, San Francisco, CA.
- 2021 Lucas, B. J. & Mai, K. M. *Illumination and elbow grease: A theory of how creative process mental models influence creativity*. Talk at the Academy of Management, virtual conference due to Covid-19.
- Lucas, B. J. & Johnson, W. *How status concerns impede creative idea endorsement*. Talk at the New England Managerial Decision Making Symposium, Boston, MA.
- Berry, Z. & Lucas, B. J. *What will they think? People that give up on a passion overestimate the negativity of observers' judgements*. Talk at the Society for Personality and Social Psychology, virtual conference due to Covid-19.
- Lucas, B. J., O'Connor, K., Effron, D., & Berry, Z. *Intergenerational hypocrisy: When an organization's past erodes its legitimacy to act*. Talk at the Society for Personality and Social Psychology, virtual conference due to Covid-19.
- 2020 Ellis, L. & Lucas, B. J. *Take the seed or the fruit?: Mis(predicting) idea thieves' preference for taking early-stage vs. late-stage ideas*. Talk at the Academy of Management, virtual conference due to Covid-19.
- Lucas, B. J., O'Connor, K., Effron, D., & Berry, Z. *Intergenerational hypocrisy: When an organization's past erodes its legitimacy to act*. Talk at the Academy of Management, virtual conference due to Covid-19.
- Lucas, B. J. & Ellis, L. *(Anti-)egalitarianism influences openness to evaluating the ideas of creators from higher-status versus lower-status backgrounds*. Talk at the Academy of Management, virtual conference due to Covid-19.
- Lucas, B. J., Berry, Z., Giurge, L., & Chugh, D. *The Longer Shortlist Effect: Cognitive Persistence Increases the Gender Diversity of Candidate Shortlists*. Talk at the International Association for Conflict Management, virtual conference due to Covid-19.
- Berry, Z. & Lucas, B. J. *When less is enough: The relationship between prosocial effort and moral character judgments*. Talk at the Society for Personality and Social Psychology, New Orleans, LA.
- Lucas, B. J. *The Longer Shortlist Effect: Cognitive Persistence Increases the Gender Diversity of Candidate Shortlists*. Poster at the Society for Personality and Social Psychology, New Orleans, LA.
- 2019 Lucas, B. J. *The Longer Shortlist Effect: Cognitive Persistence Increases the Gender Diversity of Candidate Shortlists*. Talk at the Wharton OB Junior Faculty Conference, Philadelphia, PA.
- Berry, Z. & Lucas, B. J. *When less is enough: The relationship between prosocial effort and moral character judgments*. Poster at the Society for Judgment and Decision Making, Montreal, Canada.
- Ellis, L. & Lucas, B. J. *Take the seed or the fruit?: (Mis)predicting idea thieves' preference for taking early-stage vs. late-stage ideas*. Data Blitz talk at the Society for Personality and Social Psychology, Portland, OR.
- Lucas, B. J. & Nordgren, L. F. *The creative cliff illusion*. Poster at the Society for Personality and Social Psychology, Portland, OR.
- 2018 Lucas, B. J. *The creative cliff illusion*. Talk at the Creativity Collaboratorium, Storrs, CT.
- Lucas, B. J. & Epley, N. *The power of brainstorming: Dyads balance performance and enjoyment goals in brainstorming groups*. Talk at the Academy of Management, Chicago, IL.

- Ellis, L. M. & Lucas, B. J. *Creators mispredict idea thieves' preferences for stealing early-stage versus late-stage ideas*. Talk at the International Association for Conflict Management, Philadelphia, PA.
- O'Connor, K., Effron, D. A., & Lucas, B. J. *Charity as hypocrisy: When good deeds seem less praiseworthy*. Talk at the Society for Personality and Social Psychology, Atlanta, GA.
- 2017 Lucas, B. J. *Assessing intuitions about creativity in everyday life*. Talk at the Creativity Collaboratorium, Storrs, CT.
- O'Connor, K., Effron, D. A., & Lucas, B. J. *Charity as hypocrisy: When good deeds seem less praiseworthy*. Talk at the Academy of Management, Atlanta, GA.
- Chiu, C. & Lucas, B. J. *Relational models in organizations: Communal sharing schemas, creative process engagement, and creativity*. Talk at the Academy of Management, Atlanta, GA.
- Chiu, C. & Lucas, B. J. *Relational models in organizations: Communal sharing schemas, creative process engagement, and creativity*. Talk at the Frontiers in MOC & TIM Conference, Zurich, Switzerland.
- Lucas, B. J. *People undervalue persistence in creative tasks: A unique challenge of self-regulating the creative domain*. Talk at the Self-Regulation Preconference at the Society for Personality and Social Psychology, San Antonio, TX.
- 2016 Lucas, B. J. *Capturing the creative benefits of persistence*. Talk at the Creativity Collaboratorium, Boston, MA.
- Lucas, B. J. & Nordgren, L. F. *Novelty neglect: The misunderstood relationship between time and creativity*. Talk at the Academy of Management, Anaheim, CA.
- Lucas, B. J. & Kteily, N. *Moral judgment as hierarchy dependent: Egalitarianism differentially predicts moral concern for low-status versus high-status targets*. Talk at the Academy of Management, Anaheim, CA.
- Lucas, B. J., O'Connor, K., & Effron, D.A. *Intergenerational hypocrisy: When an organization's past erodes legitimacy*. Talk at the International Society for Justice Research, Canterbury, UK.
- Lucas, B. J. & Kteily, N. *Social dominance orientation and target social status predict moralization*. Talk at the Midwestern Psychological Association, Chicago, IL.
- Lucas, B. J. & Nordgren, L. F. *Persistence is an undervalued route to creative performance*. Poster at the Society for Personality and Social Psychology, San Diego, CA.
- 2015 Lucas, B. J. & Carton, A. M. *Addressing biases in vision communication*. Talk at the Academy of Management, Vancouver, BC.
- Lucas, B. J. & Nordgren, L. F. *People underestimate the value of persistence for creative performance*. Talk at the Academy of Management, Vancouver, BC.
- Lucas, B. J. & Livingston, R.W. *Social connection increases utilitarian choice in moral dilemmas*. Talk at the Academy of Management, Vancouver, BC.
- Lucas, B. J., Galinsky, A. G., & Murnighan, J. K. *When and why perspective-taking increases moral condemnation*. Talk at the Midwestern Psychological Association, Chicago, IL.
- Lucas, B. J., Galinsky, A. G., & Murnighan, J. K. *An Intention-Based Account of Perspective-Taking: When and Why Perspective-Taking Increases Moral Condemnation*. Talk at the Society for Personality and Social Psychology, Long Beach, CA.
- Lucas, B. J. & Nordgren, L. F. *People underestimate the value of persistence for creative performance*. Poster at the Society for Personality and Social Psychology, Long Beach, CA.
- 2014 Lucas, B. J. & Nordgren, L. F. *People underestimate the value of persistence for creative performance*. Talk at the Society for Judgment and Decision Making, Long Beach, CA.
- Lucas, B. J. & Waytz, A. *Moralization and amoralization predict empathy and perceptions of bias in contentious social domains*. Talk at the Academy of Management, Philadelphia, PA.
- Lucas, B. J. & Waytz, A. *Curvilinear morality: Moralization and amoralization predict interpersonal empathy and perceived bias*. Talk at the International Society for Justice Research, New York, NY.
- Lucas, B. J. & Galinsky, A. D. *Utilitarian choices are processed as risky choices*. Talk at the Midwestern Psychological Association, Chicago, IL.
- Lucas, B. J. & Waytz, A. *Curvilinear morality: Moralization and amoralization predict interpersonal empathy and perceived bias*. Poster at the Society for Personality and Social Psychology, Austin, TX.
- 2013 Lucas, B. J. *Motivated mental imagery: The role of visual-spatial distance in the mental simulation of threatening outcomes*. Talk at the Society for Judgment and Decision Making, Toronto, Canada.
- Lucas, B. J. & Thompson, L.L. *Embarrassment, pride, and group creativity*. Talk at the Academy of Management, Orlando, FL.

- Lucas, B. J. *When friends promote ends: Social connection increases utilitarian choice in moral dilemmas*. Talk at the Trans-Atlantic Doctoral Conference, London, UK.
- Lucas, B. J. & Livingston, R.W. *When friends promote ends: Social connection increases utilitarian choice in moral dilemmas*. Talk at the Midwestern Psychological Association, Chicago, IL.
- Lucas, B. J. & Livingston, R.W. *When friends promote ends: Social connection increases utilitarian choice in moral dilemmas*. Talk at the Morality & Justice Preconference at the Society for Personality and Social Psychology, New Orleans, LA.
- Lucas, B. J. & Waytz, A. *Mind the gaps: The curvilinear relationship between attitude moralization and interpersonal empathy*. Poster at the Society for Personality and Social Psychology, New Orleans, LA.
- 2012 Lucas, B. J. & Livingston, R.W. *When friends promote 'ends': Social connection increases utilitarian choice in moral dilemmas*. Poster at the Society for Judgment and Decision Making, Minneapolis, MN.
- Lucas, B. J. & Nordgren, L. F. *Threat looks better from a distance: The role of spatial distance in the simulation of threatening outcomes*. Poster at the Behavioral Decision Research in Management, Boulder, CO.
- Lucas, B. J., Galinsky, A. G., & Murnighan, J. K. *The mind and heart of a scoundrel: The differential impact of cognitive and emotional perspective taking on the perception of unethical behavior*. Poster at the Mind Perception Preconference at the Society for Personality and Social Psychology, San Diego, CA.

TEACHING EXPERIENCE

Course Instructor

ILR School, Cornell University (2017-)

- *Organizational Behavior*, Undergrad, Master's, PhD, EMHRM (Exec. Ed.)
- *Managing for Creativity*, Undergrad, Master's
- *Creativity Sprint: An Entrepreneurship Hackathon*, Undergrad
- *Leading and Managing Teams*, Master's

Booth School of Business, University of Chicago (2015-17)

- *Leading and Managing Teams*, MBA
- *Decision biases*, Advanced Management Program (Exec. Ed.)

Kellogg School of Management, Northwestern University (2013)

- *Leading and Managing Teams*, MBA

MEDIA MENTIONS (SELECTED)

- *Cornell Chronicle* (March 10, 2026). Distant past may expose companies to claims of hypocrisy.
- Newman, G. (2026). *How great ideas happen*. Simon & Schuster.
- *Harvard Business Review* (March-April 2026 Issue). Research Roundup: Why Some Managers Stifle Good Ideas.
- *Cornell Chronicle* (June 30, 2025). Why quitting a job you used to love is OK.
- *New York Times* (June 5, 2025). The creativity challenge: Want to feel happier, lighter, less stuck? Try these fun daily activities.
- Galinsky, A. (2025). *Inspire: The universal path for leading yourself and others*. Harper Business.
- *UVA Today* (December 19, 2024). Why are employees afraid to share ideas? They might be swiped.
- *Cornell Chronicle* (November 20, 2024). Idea thieves tend to target early concepts.
- *Forbes* (May 10, 2024). 4 Simple Interventions To Reduce Biases Against Women At Work.
- *Cornell Chronicle* (April 4, 2024). A culture of intrapreneurship: 3 practices for organizational innovation.
- *eCornell Keynote* (April 1, 2024). Make Your Shortlist Longer: An actionable and equitable hiring strategy (webinar & podcast).

- *Wired* (January 9, 2024). Here's why getting back to work in 2024 is so hard—and how you can get over the slump.
- *Cornell Chronicle* (June 7, 2023). Competition Clouds Morality, Multi-Pronged Study Finds.
- *Charter* (May 28, 2023). How to make creativity more inclusive.
- *The Atlantic* (May 20, 2023). How to be more creative: Breakthroughs are the product of persistence, not magic.
- Iyengar, S. (2023). *Think bigger: How to innovate*. Columbia University Press.
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- *Cornell Chronicle* (April 19, 2023). Warm-up time corrects creativity power imbalance.
- *Entrepreneur* (November 22, 2022 online; December 2022 print). Two Stanford professors explain how to produce hundreds of world-changing ideas in 1 hour.
- *Cornell Chronicle* (October 19, 2022). Creating a creativity framework.
- *Gender Action Portal*, Women & Public Policy Program, Harvard Kennedy School (December, 2021). Featured Lucas, Berry, Giurge, & Chugh (2021).
- *Quartz at Work* (October, 25, 2021). Why people tend to give up on creative projects too early.
- *Big Think* (October 21, 2021). The secret of genius: inspiration or perspiration?
- *Forbes India* (August 11, 2021). Keep brainstorming—your best ideas are still to come.
- *Freakonomics Radio People I (Mostly) Admire Podcast* (July 30, 2021). Sendhil Mullainathan Explains How to Generate an Idea a Minute.
- *BBC Worklife* (April 20, 2021). How the 'creative-cliff illusion' limits our ideas.
- *Kellogg Insight* (April 1, 2021). Keep brainstorming – your best ideas are still to come.
- *Ladders* (February 23, 2021). This is what Cornell scientists say is the secret to hiring more women.
- *Cornell Chronicle* (February 11, 2021). Want to hire more women? Expand your short list.
- *LinkedIn News* (January 27, 2021). What we get wrong about creativity.
- *Cornell Chronicle* (September 24, 2020). ILR research: Workers selling their creativity short.
- *The New York Times* (May 15, 2020). To Build Resilience in Isolation, Master the Art of Time Travel.
- *Forge* (February 7, 2020). An embarrassing story is a secret weapon at work: The benefits of looking a little ridiculous in front of your colleagues.
- *Business Insider* (December 6, 2019). Beginning a brainstorming session with an embarrassing story generates better ideas – here's why.
- *Kellogg Insight* (December 2, 2019). Why your next brainstorm should begin with an embarrassing story.
- *Fast Company* (September 20, 2019). Go ahead and tell your most embarrassing story. It will boost your creativity.
- *Wharton Magazine* (Fall/Winter 2019). Crafting vision statements that inspire.
- *Poets & Quants* (September 2, 2019). CEO's have real vision problems.
- *Knowledge@Wharton* (July 15, 2019). So your company has a vision: Why can't everyone see it?
- *Cornell Chronicle* (January 23, 2019). What happens when bosses don't practice what they preach?
- HBR Magazine's Idea Watch (2018). Creating a vivid vision. *Harvard Business Review*, September-October, 26.
- *Bloomberg Law HR Buzz* (December 28, 2018). Your money or your life.
- *Cornell Chronicle* (November, 13, 2018). People who focus too much on money may sacrifice their humanity.
- *The Boston Globe* (September 28, 2018). Uncommon knowledge: Materialism, fiscal rules, and misogyny.

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- *Cornell Chronicle* (May 25, 2018). Level of empathy for misfortunate based in social status.
- *National Affairs* (January 02, 2018). Making the manager great again.
- *Harvard Business Review* (October 2, 2017). Research: For better brainstorming, tell an embarrassing story.
- *Kellogg Insight* (March 7, 2016). Think you're out of creative ideas? Think again.
- *Harvard Business Review* (March 2016 issue). How to build a culture of originality.
- *Inc.* (December 7, 2015). This is the real key to generating creativity.
- *New York Magazine* (August 13, 2015). People underestimate their creative potential.
- Thompson, L. L. (2013). *Creative conspiracy: The new rules of breakthrough collaboration*. Harvard Business Review Press.
- *Scientific American* (November 21, 2013). The dark side of power posing: Cape or Kryptonite?
- *NPR* (August 23, 2013). Can your car make you an unethical driver?
- *The Atlantic* (July 9, 2013). How power corrupts the mind.
- *Business Insider* (May 28, 2013). Power posing can also make you more dishonest.
- *Bloomberg Businessweek* (June 13, 2012). The MBA Life: Northwestern

ACADEMIC SERVICE

Associate Editor

- *Organizational Behavior and Human Decision Processes* (2027-)

Editorial Board

- *Journal of Experimental Social Psychology* (2025-)
- *Organizational Behavior and Human Decision Processes* (2020-)

Ad-Hoc Reviewer

- *Academy of Management Journal, Journal of Experimental Psychology: General, Journal of Personality and Social Psychology, Management Science, Negotiation and Conflict Management Research, Organization Science, Personality and Social Psychology Bulletin, Perspectives on Psychological Science, Social Psychological and Personality Science*

Service to the Field

- INFORMS/Organization Science Dissertation Proposal Competition, reviewer, 2024
- AOM Professional Development Workshop (PDW) panelist, AOM conferences, 2017, 2020, 2023, 2024 (6 PDW's for CM and OB divisions)
- BDRM conference reviewer, 2024
- SPSP Single Presenter Session reviewer, 2018-present
- SPSP Outstanding Research Award & Student Poster Award reviewer, 2017-19
- MPA Volunteer session chair, MPA conference, 2016
- AOM Volunteer session chair, AOM conference, 2014, 2016
- AOM annual meeting reviewer, OB and CM divisions, 2012-present

University Service

- ILR CAROW faculty affiliate, 2023-present
- ILR WIDE faculty affiliate, 2022-present
- Entrepreneurship at Cornell Hackathons, mentor, 2022-present
- ILR Undergraduate Program Committee, member, 2022-25
- Cornell Business Impact Symposium, event moderator, 2021-22

- CURB Peer Mentorship Program, Professor Panel, panelist, 2020
- ILR Psychology of Work Subcommittee, member, 2019-20
- ILR Academic Standards Committee, member, 2019-22
- Consult Your Community, ILR student club, faculty advisor, 2019-2024
- ILR Micro Happy Hour Workshop, organizer, 2018-present

Student Advising

- Dissertation
 - 2026. Blaine Horton, Columbia GSB, Committee Member
 - 2024. Ronghan (Michelle) Wang, Cornell SCJCB, Committee Member
 - 2024. Jeffrey Kang, Cornell SCJCB, Committee Member
 - 2024. Zachariah Berry, Cornell ILR, Primary Advisor
 - 2023. Wayne Johnson, Cornell SCJCB, Committee Member
 - 2023. Elina Hur, Cornell SCJCB, Committee Member
- ILR
 - 2023. Ami Stuart, Independent Study, Supervisor
 - 2021. Jessica Diecidue, ILR Credit Internship, Advisor
 - 2021. Oliver Eccleston, ILR Senior Thesis, Advisor
 - 2021. Jack Ross-Pilkington, ILR Senior Thesis, Advisor
 - 2021. Samuel Grossman, ILR Senior Thesis, Second Reader
 - 2021. Jeremy Sharp, ILR Credit Internship, Advisor
 - 2020. Jesse Proctor, MILR Research Supervisor
 - 2018. Dominic J. LaBell, ILR Senior Thesis, Second Reader

MEMBERSHIPS

Academy of Management
International Association for Conflict Management
Society for Judgment and Decision Making
Society for Personality and Social Psychology